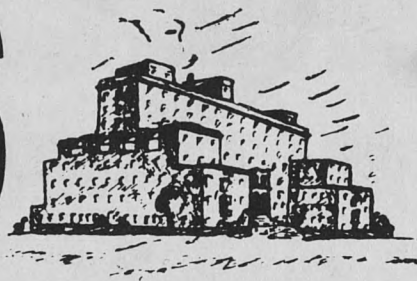


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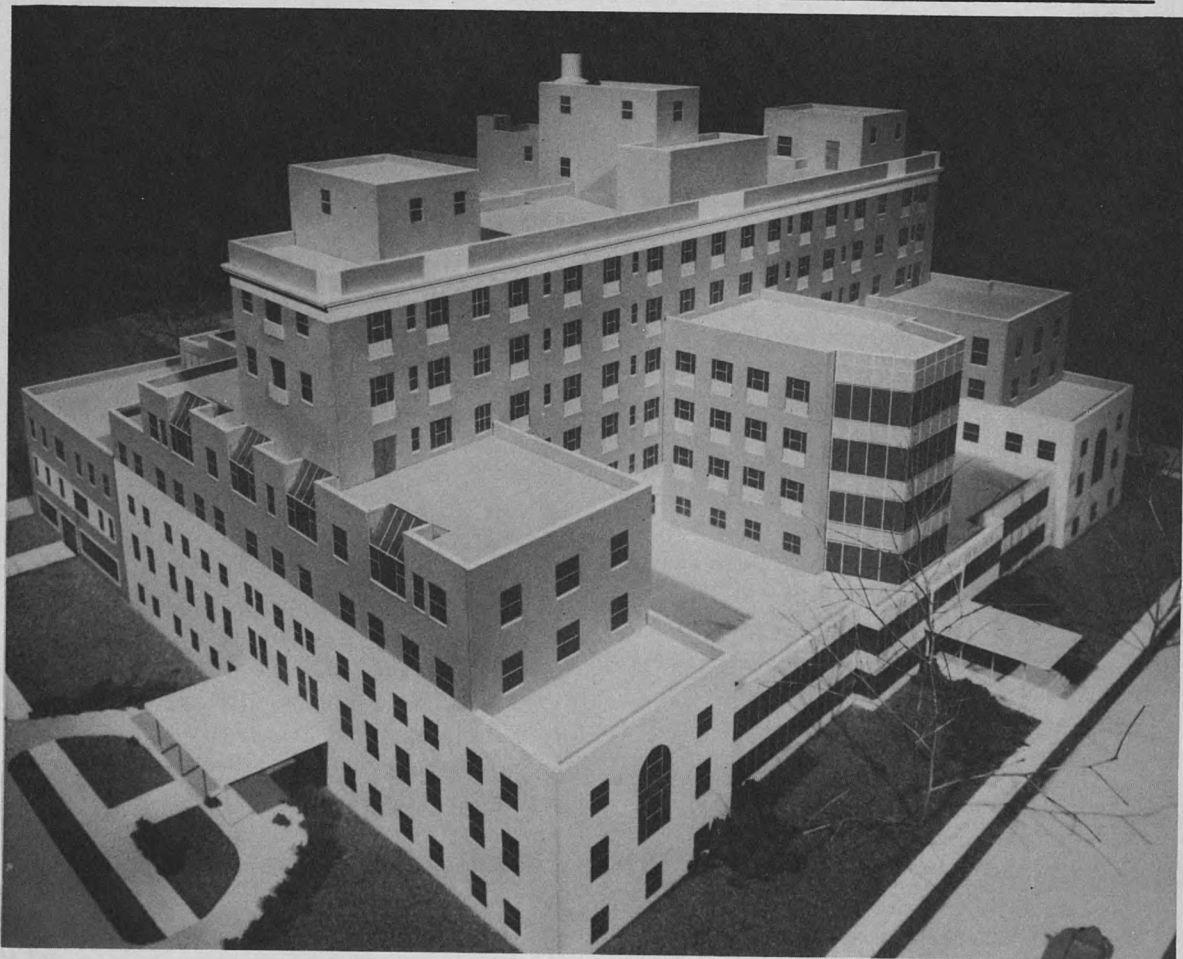


JEWISH
HOSPITAL
OF
ST. LOUIS,
216 S. Kingshighway

DIVISIONS: THE JEWISH HOSPITAL, JEWISH MEDICAL SOCIAL SERVICE BUREAU,
JEWISH SANATORIUM, MIRIAM ROSA BRY CONVALESCENT-REHABILITATION HOSPITAL

Vol. 2, Number 6

November, 1953



Architect's model showing proposed additions to The Jewish Hospital of St. Louis. (See story and additional pictures on page 3.)

**Executive
Director's****Column**

From time to time, persons in charge of various activities at the Hospital will be asked to report on their departments to the readers of "216". This month Edna E. Peterson, R.N., M.S., Director of the School of Nursing and Nursing Service describes the recruitment program for the Jewish Hospital School of Nursing.

D.L.

The problems of recruitment in the Jewish Hospital School of Nursing are similar to those encountered nationally. Competition from other interesting, well paid fields is of major significance. There is an apparent lack of understanding of the opportunities that exist in the nursing profession. Some counselors in high schools and colleges mistakenly classify the abilities required for nursing on a lower level than those considered essential for other comparable attainments, placing undue emphasis on the physical requirements and minimizing the intellectual capacity which is basically essential.

Evaluation of the Jewish Hospital's recruitment program in recent years indicated the need for a more comprehensive approach. The consensus of the instructional staff was that techniques should be developed which would bring about contact with a much larger group of prospective applicants, provide methods for careful screening of applicants, and present to those qualified the rewarding satisfaction of a profession offering service to others as well as financial security.

An aggressive recruitment program has been initiated, which includes the following:

a. Full time worker for recruitment. Miss Catherine Blomes, a registered nurse who also holds a Bachelor of Science degree in nursing education, was employed on a full time basis in the capacity of field represen-

tative. Her work has received the enthusiastic cooperation of a volunteer committee of student nurses and also that of the Committee on the School of Nursing and Nursing Service.

b. Recruitment has been coordinated with similar programs of the district, state and national nursing organizations.

c. Intensive recruitment specifically planned for the Jewish Hospital School of Nursing has been launched. The press has been used to publicize activities of the School; innumerable speaking engagements before high school groups, counselors' groups, clubs and civic organizations have been held; special color slides depicting the professional and social life of the student nurse, as experienced at the Jewish Hospital School of Nursing, have been developed for the use of the student nurse accompanying the field representative on speaking engagements; a two-color brochure on the School of Nursing, attractively designed and illustrated, has recently been completed; and, "Open House" for high school students is held periodically.

d. One of the features of the spring semester was a "Show-Me" night under the auspices of the recruitment committee of the Jewish Hospital Student Nurses' Association. The guests represented twelve St. Louis high schools.

e. A questionnaire recently completed by enrolled students re-emphasizes the importance of a friendly interest in the individual.

A word of appreciation is due to members of the Committee of the School of Nursing and Nursing Service, particularly Mrs. Leo Greenwald, Chairman, and Mrs. Harry Franc, Jr., Chairman of the Subcommittee on Recruitment.

This planned recruitment program is already producing results. Fifty-four students are enrolled in the 1953 first year class. The group come from Missouri, Illinois, Indiana, Louisiana, Texas and the Province of Manitoba.

The continued compilation of statistical data pertinent to recruitment should supply an adequate basis for future evaluation of the success of the recruitment program.

Capital Funds Campaign For New Building Announced



Major B. Einstein



I. E. Goldstein



Richard K. Weil

Opening of the capital funds campaign to finance the completion of Jewish Hospital's medical center will be held near the end of the year, it was announced this week by Major B. Einstein, president of the Hospital, who will serve as chairman of the drive.

Co-chairmen in the fund-raising campaign are I. E. Goldstein, president of the Jewish Federation, and Richard Weil, vice president of the Hospital.

The campaign will be conducted under the auspices of the Jewish Federation of St. Louis which collaborated with the health institutions in development of the over-all medical center plan and in the initial fund-raising. Headquarters for the drive will be in the Federation office at 613 Locust St., Einstein said.

The completed project, which will provide for physical consolidation of all divisions of the Hospital in a modernized and expanded

medical center at 216 South Kingshighway, will cost approximately \$6,500,000.

"I am sure that readers of '216' do not need to be reminded how vital the success of this campaign is to the future of Jewish Hospital and its divisions," Einstein said. "We are already well advanced on executing many phases of the community health plan. Many essential improvements and modernizations have already been made at the Hospital itself. The Infirmary at the Jewish Orthodox Old Folks Home, which will be operated under the medical supervision of the Jewish Hospital, is virtually completed and our medical staff is already functioning there."

Einstein said that planning is now under way for a series of special fund-raising functions at which the prospective contributors will be told the entire story of the medical center and its importance.

Auxiliary News

AUXILIARY GIVES MEMBERSHIP TEAS



At the first of a series of small teas given by the Jewish Hospital Medical Center Auxiliary to acquaint prospective members of the services of the Auxiliary, Mrs. Edward F. Schweich (standing) is speaking to the guests. The tea was held at the home of Mrs. Samuel Schechter. Mrs. Robert Aronson, president of the Auxiliary is seated left of Mrs. Schweich. Mrs. Leon Leonson is Membership chairman.

EYE CLINIC EQUIPPED BY AUXILIARY

New equipment greatly needed by the hospital for the Eye Clinic is being purchased by the Auxiliary. A check for \$1,000 to be used for this purpose was presented by Mrs. Robert Aronson, president of the Auxiliary, to Dr. David Littauer at the first annual autumn meeting of the organization on October 16.

The equipment consists of an examining chair, a test lens case, an examining light, a retinoscope, an ophthalmoscope and a tonometer.

The motto of the Auxiliary is "Serve The Hospital That Services You." This gift to the

hospital, presented in the first year of its existence, is one of the many important ways the Auxiliary is serving the hospital.

NEW MOTOR CORPS SERVICE BEGUN

The Auxiliary is answering another need of the hospital in the creation of a new Motor Corps. Drivers on this committee will be called to transport patients when needed, and to help out in emergencies. Mrs. H. R. Senturia is the chairman of this new Auxiliary service. If you can help, call Mrs. Senturia at CA. 6645 and volunteer your services.

HELP WANTED!

Can you type? Can you file? Can you knit? Can you speak or read Yiddish? Does time hang heavy on your hands? Do you want to be of service to others? If so, Volunteer Services of your Auxiliary needs you badly. Just call Mrs. Harry Weitzer at PA. 6266. Mrs. Weitzer is chairman of Volunteer Services and can place you in many spots throughout the hospital. Call now to "Serve The Hospital That Serves You."

LIFE MEMBERS

Two life memberships in the Auxiliary for \$100 each were given by Mrs. Jack Molasky and Mrs. Abe Deutsch at the Auxiliary meeting October 16. The life memberships were unsolicited and originated from the two women's enthusiasm about the organization. They said they were happy to see the fine work being done by the Auxiliary and wished to show their appreciation with these life memberships.

Imogene Laswell, New Director Of Personnel

Miss Imogene Laswell, new Personnel Director of the Jewish Hospital has an extensive background in personnel administration and occupational analysis. She comes to us from a large insurance company where she aided in planning and installing a centralized Personnel Department, using new progressive methods. Her experience has progressed from Employment Interviewer to Personnel Office Manager and Analyst. Her specialized training includes selection, placement, employee counseling, supervision, training, salary and classification systems. Miss Laswell has brought many new ideas for establishing and maintaining the new centralized personnel department, which will be of great benefit to our employees and hospital operations.

Miss Laswell is a member of the Personnel Women of Greater St. Louis, which permits her to attend meetings and lectures of the Men's Industrial Relations Club. She is the President of the St. Louis City Council Beta Sigma Phi, a business and professional women's organization and ex-officio member of the Group Action Council of St. Louis.

SUGGESTION WINNERS ANNOUNCED

Winners of the September Suggestion Awards were Mary Ann Luetkemeyer, medical secretary in the Department of Radiology, Millard Fuller, machinist in the Engineering Department, and Lillian Brooks, practical nurse on 4 Center.

Miss Luetkemeyer's suggestion of having addressographed envelopes for doctors on the staff filed alphabetically for quicker mailing of reports and eventually of having central-

ized mailing service for all correspondence to the medical staff using such addressographed envelopes, won first prize of five dollars and also the ten dollar bonus for the best suggestion in the contest which closed September 30.

Mr. Fuller, second prize winner, recommended that guaranteed leak-proof batteries be used in ophthalmoscopes and other expensive instruments using batteries to prevent corrosive damage when the instruments lie around with batteries dead.

Lillian Brooks, third prize winner, recommended that a new type plastic tray imprinted with a picture of the hospital be used, eliminating the need of paper tray covers.

Suggestion boxes are located on the ground floor. Why don't you write out that idea of yours for improving hospital service and win a prize in next month's contest?

NURSING NOTES

A tea in honor of Miss Hazel A. Goff, R.N., representative of the Accrediting Service of the National League of Nursing, was given in the Nurses' Residence on October 1. Prominent in the field of nursing education internationally as well as in our own country, Miss Goff related some of the interesting highlights of her experiences abroad. She pointed out the progress which has been made by the nursing profession in countries where opposition to good health programs formerly existed. This opposition has been overcome to some extent through placing emphasis on the program's contribution in building a strong country rather than what the program can do for the people or the individual.

Fifteen Senior student nurses participated in a field trip to the Missouri School for the Blind on October 2. Such trips acquaint the student nurses with community resources and

(Cont.-Page 7)

Divisional Patter

Miriam Rehabilitation Division

Miss Abbey Whidden, R.N. has been named Administrator of the Miriam Hospital Division and assumed her duties on September 28. Miss Whidden, who for three and one-half years was Executive Director of the St. Louis Visiting Nurse Association, has extensive background in public health nursing and administration.

After completing her nurses training at Peck Memorial Hospital in Brooklyn, she joined the Brooklyn Visiting Nurse Association and later participated in the Judson Health Center, a family health program. Miss Whidden has done extensive work with the American Red Cross and was Nursing Field Representative for their Eastern Division. Before coming to St. Louis, she was Director of the Visiting Nurse and Tuberculosis Association in Atlantic City, New Jersey.

Miss Whidden received her B.S. in Nursing Education from New York University where she taught principles of public health nursing and has obtained a certificate in Public Health Nursing at the University of Pennsylvania.

We welcome Miss Shirley Bindursky as the new social worker assigned to Miriam Hospital. Miss Bindursky, whose home is in Lapan-to, Arkansas, received her degree in social work from Tulane University. She worked at the Charity Hospital in New Orleans and the M.D. Anderson Hospital for Cancer Research in Houston, Texas prior to coming here on October 1.

Miss Bindursky succeeds Miss Mary Davis who is returning to St. Paul, Minnesota where she will be affiliated with the Aid to the Dis-

abled Program of the State Department of Public Welfare.

Miss Mildred Hilliard former Administrator of Miriam Hospital Division was honored at a luncheon given by members of the Miriam Hospital Committee on September 24. She was presented with a silver tray as a token of the Committee's deep appreciation of her faithful service.

On October 13, the staff of Miriam Hospital took part in a dramatic presentation of a case history given at the opening meeting of the Miriam Lodge. The case presented was that of a hemiplegic who had been treated at the hospital for two months. The staff expertly demonstrated the team work technique in the rehabilitation of the patient. At this same meeting Dr. David Littauer was invited to speak and brought a message of much interest to the lodge members.

A generous gift, in honor of the birthday of Miss Florence Bauman was given Miriam Hospital by Mrs. Henry Ittleson of New York.

Chronic Disease Division

On October 2 the Sanatorium held the first of a series of monthly birthday parties for patients. Birthday cakes, ice cream, music, and a large attendance made it a memorable occasion.

Joan Treiman, daughter of Dr. Robert Treiman, has joined the staff of the Sanatorium. She has inaugurated a program of arts and crafts which reaches both the patients confined to their beds and those able to work on group projects. The program consists of learning skills in leather, painting, wood-working,

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DIVISIONAL PATTERN (cont. from page 6)

and needle work. All of these activities not only help pass many long and otherwise fruitless hours but also develop interest and ambition in the patients.

Donations of leather, fabrics, yarn, paints, or needle work supplies will be helpful to Miss Treiman's program. A call to either Miss Treiman or Mrs. Schwartz at TE 5-3918 will be appreciated.

Medical Social Service Division

Mrs. Viola Morris joined our secretarial staff on September 23, replacing Mrs. Thyra Bonds who resigned because of approaching motherhood. A native St. Louisan, Mrs. Morris attended Vashon High School, Stowe Teachers' College, and Tucker's Business College. She is the mother of three children.

Miss Gerry Conner is participating in the teaching of the senior student nurses who are assigned to Clinic. Instruction is aimed at helping the student recognize the social problems presented by their patients and the influence of the social problems on the patients' abilities to care for themselves adequately.

As is customary each year, the Social Service Department is assisting in the training of graduate students in social work from both St. Louis and Washington Universities. Miss Gerry Conner, Mrs. Evelyn Mann, and Miss Dorothy McKinley each are participating in the training program.

NURSING NOTES (cont. from page 5)

enable them to observe what is being done outside the hospital in the health and welfare field.

The fifty-four pre-clinical students began to put theory into practice on October 6 by beginning their first clinical practice on the divisions in the hospital. They have since begun to give nursing care to their first real patients.

Mrs. Dorothy Sexton, Class of '53, attended a meeting of the District Presidents of the Missouri Student Nurses' Association, held in Kansas City on October 7. Mrs. Sexton is President of the Third District Student Association. As the representative of all the student nurses in the St. Louis area, she met with other District presidents to exchange ideas and discuss mutual problems encountered by the various districts.

The Jewish Hospital School of Nursing was represented at a "Recruitment" meeting by Miss Catherine Blomes, field representative of the School. The meeting was sponsored by a committee of lay women who are interested in assisting with recruitment activities of the St. Louis Schools of Nursing.

Miss Marion Carroll, R.N. has been appointed to the position of Head Nurse on 2 center. Miss Carroll succeeds Miss Opal Runzi, R.N., who has accepted a scholarship in psychiatric nursing at Washington University. Another new appointment is that of Miss Grace Moore, R.N., to the position of Head Nurse on Obstetrics.

Mrs. Edna Korf, R.N., has recently resigned due to the transfer of her husband to Wisconsin. She has been a member of the School of Nursing faculty since August 1950 and has been responsible for the development and integration of her public health program in the School of Nursing.

(Cont. Page 8)

Personality of the month



Dr. Fred P. Handler, former intern and resident at the Jewish Hospital, is back again as Associate Director of the Laboratories after a four years' absence during which time he did pathological work at the City Hospital, Missouri Pacific Hospital, and Washington University, and in the United States Army in Tokyo.

Dr. Handler, who also holds the position of instructor of Pathology at Washington University, has done considerable research in arteriosclerosis and salmonella infections and will have a considerable amount to do with the hospital's research program.

Dr. Handler was graduated from Soldan-Blewett High School in 1941 and is a graduate of the University of Pennsylvania and of Washington University School of Medicine. He has three children, and among his hobbies are playing chess, listening to classical music, swimming and making the family's own furniture.

Gift Gallery features lovely night-gowns, bed jackets, and men's pajamas.

STAFF ROUNDS

A new x-ray unit for specialized examination of the head has been installed in the Department of Radiology. This equipment is of value in the diagnosing of tumors and inflammations of the brain as well as diseases of the mastoid and sinuses. It represents the most modern type of technical aid in the x-ray diagnosis of diseases of the skull and its contents.

Dr. Hyman R. Senturia, Director of the Department of Radiology attended an advanced course in the clinical applications of radioisotopes to medicine at the Institute of Nuclear Studies in Oak Ridge, Tennessee. The course, which lasted two weeks, was attended by 110 doctors from throughout the United States.

Dr. Samuel D. Soule was elected last month to membership in the Society for Experimental Biology in Medicine.

Governor Phil M. Donnelly has announced the appointment of Dr. Jacob G. Probststein as a member of the Cancer Commission of the State of Missouri.

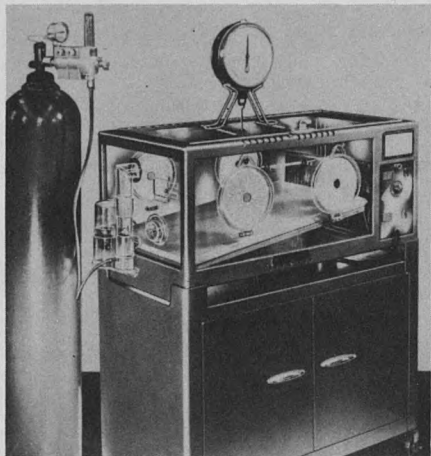
Dr. Roy Greenbaum has assumed his duties as Medical Director of the Jewish Orthodox Old Folk's Home.

NURSING NOTES

(cont. from page 7)

Nursing Service regrets to announce that Mrs. Beverly Susic, R.N. has resigned from the staff of the Nursing Department. Mrs. Susic joined the School of Nursing faculty in May, 1951 and was later appointed to the position of Assistant Director of Nursing Service. She has worked with the professional staff in the improvement of nursing care and has assisted in the development of new systems to facilitate efficiency in the hospital.

New Equipment Needed



Pictured above is a new type of infant incubator which maintains constant degrees of humidity, temperature, and oxygen even while the baby is being weighed or treated. This piece of equipment, which costs \$379.00 may be set up as a memorial donation. Please call David A. Gee FO. 8080 for further details.

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